

Keynote 2 - Dr. Chuck Ward

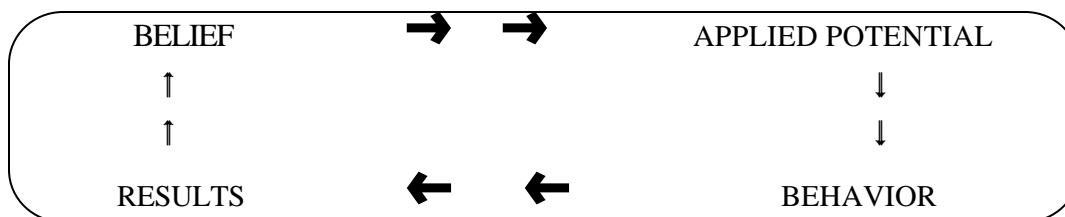
"Exceeding Customer Expectations in Citizen-Centered Government" with Dr. Chuck Ward
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Foundational Principles of Citizen-Centered Government

1. Service always takes place in the context of a relationship.
2. In that context, the customer sees you as the agency you represent.
3. Relationships do not automatically tend to improve with time. To grow, they must be nurtured.

Importance of Positive Relationships

- I Positive, Customer-Centered Relationships are marked by Mutual Appreciation.
 - a. Opposites initially attract, but they later irritate.
 - b. Successful customer relationships are built around common interests.
- II Positive, Customer-Centered Relationships Are Marked by Verbal Affirmation.
 1. William James, the philosopher and psychologist, said,
"The deepest principle of human nature is the craving to be approved."
 2. Affirmations build relationships as they enhance self-esteem.
 3. The Effect of Verbal Affirmations



- III Positive, Customer-Centered Relationships Are Marked by _____
 1. Dr. William Bynam says people "Zapp" us or "Sapp" us.
 2. Sapping is easy. Zapping takes work. It requires respect for differences in backgrounds, abilities, communication styles, and viewpoints

Service Success Secret #1 TO BE A SUCCESSFUL SERVANT, Listen Attentively

1. Mastering this basic skill will make a powerful, positive difference in your life and your service.
2. Listening is a challenge for at least three reasons:
 - a.. We tend to overlook the benefits of good listening.
 - b. No two people have the same frame of reference.
 - c. A host of factors can influence how we listen to a particular customer.

FOUR CATEGORIES OF LISTENING

THE NON-LISTENER	This person is present physically but absent mentally
THE MARGINAL LISTENER	This person pays attention for a short time but quickly turn inward to decide what to say next.
THE CRITICAL OR JUDGMENTAL LISTENER	This person listens for the purpose of evaluating and criticizing you or your message.

THE ACTIVE LISTENER

This person is characterized by two traits:
focused and empathetic

GUIDELINES FOR EFFECTIVE LISTENING [AND SERVICE]

In a world marked by opportunities, challenges, and dangers, people want and need to be heard. You will enhance your listening and your service when you consciously begin to do the following:

1. Avoid trying to listen and do other things at the same time.
2. Listen for the feelings as well as the facts in the customer's message.
3. Try to put yourself in the customer's place.
4. Give deliberate verbal and non-verbal feedback.
5. Be sensitive to and control the influence of your emotions.

Service Success Secret #2 TO BE A SUCCESSFUL SERVANT, Connect Emotionally

In order to do this, you must master your own emotions.

You must also learn to build rapport with the customer.

THE FOUR ASPECTS OF EVERY EXPERIENCE

1. Event
2. Thoughts
3. Emotions
4. Behavior

"Most people live as if events produce emotions, and emotions drive behavior."

TWO FALSE BELIEFS THAT WILL DESTROY SUCCESSFUL SERVICE

1. The only way to be happy is to get other people to change.
2. If other people will not change, the only thing to do is to transfer them.

The Requirements and Rewards of Super Service

THE KEY TO RETRAINING YOUR EMOTIONAL RESPONSE:

"REPETITION WITH INTENSITY ACROSS TIME"TM

1. Define specifically how you are feeling.
2. Identify the thinking that is producing your emotional state.
3. Challenge the thinking that is producing your emotional state.
4. Re-script your thinking.
5. Use repetition with intensity to install a new mental response.

Event	Emotions	Thoughts	Challenges	Re-Script
			1. True? 2. Healthy? 3. Helpful?	

BUILD RAPPORT WITH COMMUNICATION STYLES

With the Friendly Style, speak slowly and show interest in the person.

With the Demanding Style, speak quickly and show interest in the project.

With the Entertaining Style, speak quickly and show passion.

With the Thoughtful Style, speak slowly and show precision.

OPEN COMMUNICATION

Compliant

Controlling

Language

Language

CLOSED COMMUNICATION

Service Success Secret #3 TO BE A SUCCESSFUL SERVANT, Respond Optimistically

1. To give superior service, we must find answers and focus on possibilities.
2. The mind tends to discover that on which we focus our attention.
3. When we face challenges from our customers and in our personal lives, we tend to think in three categories.

	Pessimistic	Optimistic
Source	Personally	Externally
Duration	Permanently	Temporarily
Extent	Pervasively	Specifically

THE OPTIMISTIC RESPONSE TO CUSTOMER NEEDS

1. The customer's situation could have many causes and solutions.
2. The customer's situation will not last forever.
3. The customer's situation is limited in scope.

How people learn: Visual Message (55) Vocal Message (38) Verbal (7)

Non-Verbal Communication – The Critical Concern is Congruity.

Chuck Ward & Associates